

eResearch's Chris Thompson on Moovly Media's Deal with Lee Enterprises

written by InvestorNews | December 14, 2021

In a recent InvestorIntel interview, Tracy Weslosky spoke with Chris Thompson, President of [eResearch Corp.](#) about his 18-page [Update Report](#) on [Moovly Media Inc.](#) (TSXV: MVY) and about Moovly's recently announced [partnership](#) with NASDAQ listed Lee Enterprises.

In this InvestorIntel interview, which may also be viewed on YouTube ([click here to subscribe to the InvestorIntel Channel](#)), Chris said that Lee Enterprises is a major advertising and marketing automation platform and explained why Moovly's integration agreement with Lee Enterprises is a milestone for Moovly Media. He went on to explain how Moovly has been able to attract large technology companies looking to integrate with its video technology platform. Highlighting the growing demand for videos to reach the widest possible target audience, Chris said that the demand for video technology like Moovly's offerings will continue to grow.

To watch the full interview, [click here](#).

About eResearch Corporation

eResearch Corporation is a respected source for institutional-quality, equity research focused primarily on small- and mid-cap companies. The purpose of the focus is to identify companies that have interesting prospects, sound management, and a significant potential for share price appreciation. eResearch complements its corporate research coverage with a diversified

selection of informative, insightful, and thought-provoking research publications from a wide variety of investment professionals. The professional investment research and analysis is provided directly to the subscriber network of discerning investors, and is done electronically through its website, www.eresearch.com

About Moovly Media Inc.

Moovly is the leading provider of creative cloud-based tools to create compelling marketing, communications and training videos and video presentations. Moovly's advanced Studio Editor with millions of assets seamlessly integrated (via partnerships with Getty Images & Storyblocks) is all you need to create engaging video content to promote, communicate or explain your product, service or message. Moovly's API and Automator technologies allow third parties to automate parts or all of the content creation process, including mass video customization, personalized videos (video version of mail merge), automatic content creation or updating by connecting data sources. With clients including users from over 300 of the Fortune 500, small businesses, freelancers and Ivy league universities, Moovly is an intuitive, cost effective choice for DIY creation of engaging video-based content.

To learn more about Moovly Media Inc., [click here](#).

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If you have any questions surrounding the content of this interview, please contact us at +1 416 792 8228 and/or email us direct at info@investorintel.com.

Moovly Media, A complete

online video creation solution flying high, but still under the radar

written by InvestorNews | December 14, 2021

I'm not much of a YouTube person, or TikTok, or social media in general, so perhaps I'm not the most qualified individual to comment on making videos. However, if I were inclined to post my opinions on the internet or try and give Joe Rogan a run for his money, there is a tool I would definitely be utilizing to make myself look as professional as possible. I would be using the Moovly Studio Video Editor brought to us by [Moovly Media Inc.](#) (TSXV: MVY). But before I continue, this is not an advertisement for Moovly's products, it's simply my introduction into the company I'm going to discuss today. Like I said, I'm not a curator of video content so you are stuck with my verbal commentary, although as I understand it, Moovly has a product that can turn this note into a form of video or powerpoint presentation.

Essentially, Moovly offers its users the most complete online video creation solution on the market. Combining an intuitive and easy-to-use video editor with millions of copyright free assets available in many different styles, and more advanced features such as text-to-speech, green screen recording, video automation solutions and white-labeling options. It could actually make a grumpy old guy like me look reasonably competent, at least until I started talking. Moovly is the leading provider of creative cloud-based tools to create compelling marketing, communications and training videos and video presentations. Clients include users from over 300 of the Fortune 500, small businesses, freelancers and Ivy League

universities making intuitive, DIY, cost effective video-based content.

The reason for going on and on and on about the tools available at Moovly Media is to provide context for a deal that the Company signed last Wednesday that seems to have flown under the radar. Moovly announced that it has been selected, after a lengthy competitive process, as an [exclusive partner](#) to Lee Enterprises' Simply Activ8 platform. The reason I say it appears to have flown under the radar is because the stock traded flat on both that Wednesday and Thursday on very low volume following the press release. It's possible the market didn't grasp the magnitude of this announcement so let me try and shed a little more light on why I think people should be paying attention to this deal. [Lee Enterprises](#) (NASDAQ: LEE) is a major subscription and advertising platform and a leading provider of local news and information. With Lee's Enterprises' daily newspapers, rapidly growing digital products and over 350 weekly and specialty publications serving 77 markets in 26 states. Year to date, Lee's newspapers have an average daily circulation of 1.2 million, and legacy websites, including acquisitions, reach more than 56 million digital unique visitors.

The Simply Activ8 platform developed by Lee Enterprises has embedded the Moovly video automation platform to offer its clients a powerful business marketing video-making tool, fully integrated and branded. The solution enables businesses to create advertisements and other marketing videos in a simple, cost-effective way, and in doing so brings additional revenue and client stickiness to the platform. James Green, Vice President/Digital at Lee Enterprises stated, "Video is a powerful tool in advertising. Our partnership with Moovly makes that tool affordable and accessible for small to medium businesses." For Moovly it's an excellent example of allowing other companies to capitalize on the world-class platform they

have built by integrating it into their own product offering. I view this as potentially a very high margin deal for Moovly as they're simply distributing an existing product to a much larger user base and will be collecting fees from it.

Moovly had a market cap of just under \$18 million as of yesterday's close. So you can imagine how a deal like this can impact the Company once the revenue from this transaction starts flowing through to Moovly. I expect that Q3 results will be out shortly, which should be a pretty interesting read given the recent [corporate update](#) detailing unprecedented growth. Perhaps as transactions like the Lee Enterprises deal start flowing through into the revenue column Moovly Media will no longer be flying under the radar.

eResearch's Chris Thompson on Moovly Media and growing market demand for Videos

written by InvestorNews | December 14, 2021

In a recent InvestorIntel interview, Tracy Weslosky speaks with Chris Thompson, President of [eResearch Corp.](#) about his 18-page Update Report on [Moovly Media Inc.](#) (TSXV: MVY).

In this InvestorIntel interview, which may also be viewed on YouTube ([click here to subscribe to the InvestorIntel Channel](#)), Chris stressed the growing demand for videos and how Moovly allows users to create customized videos easily to reach the widest possible target audience. In the interview, Chris

highlighted Moovly's initiatives to enhance their cloud-based media technology with new features, functionality, and integration with other platforms from larger players in the media space. He explained how integration with the likes of Mailchimp, Microsoft Excel, HubSpot, and many more enables Moovly to go after large corporate and enterprise clients which represents the largest revenue opportunity.

To watch the full interview, [click here](#)

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personalized videos (video version of mail merge), automatic content creation or updating by connecting data sources. With clients including users from over 300 of the Fortune 500, small businesses, freelancers and Ivy league universities, Moovly is an intuitive, cost effective choice for DIY creation of engaging video-based content.

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Eyes on Moovly

written by InvestorNews | December 14, 2021

The efficient-market hypothesis in financial economics states that asset prices reflect all available information. This implies that it is impossible to “beat the market” consistently on a risk-adjusted basis since market prices should only react to new information. While this may hold some truth on a macro level, many people (including me) believe if you do your homework on less popular, less liquid stocks you can find some hidden gems out there. Now don't jump to the conclusion that I'm about to serve up the hottest stock tip of the year. It's the stock market after all, I could be right and wrong at the same time about the same stock given that if there aren't enough buyers out there, an equity likely won't go up in price regardless of underlying fundamentals or new information.

Today is more of an examination of the price action of a specific equity and its relative performance over the last six months given the information that has come available over that time and whether or not that seems to make sense. The stock under the microscope is [Moovly Media Inc.](https://www.moovly.com) (TSXV: MVY), the

leading provider of creative cloud-based tools to create compelling marketing, communications and training videos and video presentations. Their clients including users from over 300 of the Fortune 500, small businesses, freelancers and Ivy League universities. Moovly is an intuitive, cost-effective choice for DIY creation of engaging video-based content. It's a pretty cool technology company but today's focus isn't as much about what they do but what happens after they announce something.

Looking back six months ago to January 29th of this year, Moovly's share price closed the day at \$0.315. News that [paid Education subscriptions grew more than 300%](#) year over year on February 9th helped push the stock up to a high of \$0.455 that day with momentum carrying through until the next news release on February 17th where it rallied to an intraday high of \$1.02 on the heels of news that they had signed a [reseller partnership agreement with VidiBuzz](#) to accelerate its sales in the US. Makes sense, two pieces of new information for the market that were taken positively given revenue should be up considerably and the partnership essentially expanded the company salesforce and accessibility to new customer sets. Both news items were impactful in their own right and arguably should put the company in a better place than it was at the end of January. Perhaps a triple of the stock price might have been a little overdone so it wouldn't be unusual to see the stock settle back into a more reasonable trading range.

And that's exactly what happened as the stock traded in a range of \$0.60 to \$0.80 through to the end of March. During that stretch of time, the company released its quarterly results for the period ending December 31, 2020, plus integrations of its software with [Wistia](#), [Microsoft](#), [Twitter](#) and [Instagram](#). All of which the market appeared to view with passive indifference even though one can argue the quarterlies confirmed the Company was moving in the right direction and all the integrations further

expanded the ability to seamlessly access a larger user base. As well, the Company raised \$3.8 million at \$0.45 which could potentially cause a bit of selling pressure on the stock but provided capital to fund sales and marketing growth.

However, April Fool's Day proved to be no laughing matter for the share price of Moovly as the stock began a steady journey lower moving from \$0.61 to a low of \$0.155 by June 17th. But here's where the story gets interesting to me. On May 5th The Company announced it had [upgraded its platform](#) to support multiple languages, improving translation efficiency and overcoming multilingual challenges. I view this as a step-change in making Moovly's video software available to a much broader, global audience. But what do I know? The stock price was down 8% the day of this news. On June 23rd another [reseller and partnership agreement](#) was signed with UAE based SFA Dubai. At least that news rallied the stock a material 35% but only back to \$0.25 and was relatively short lived. Then July 7th one of Moovly's partners, Contenthouse announced it had [secured Dipl. Ing. Fust AG's content creation contract](#) using the Moovly platform. This dragged the stock price back up to a high of \$0.28 but again only briefly.

Despite all this information, it's true that the overall market can also have an impact on an equity as well. It's tough for an individual stock to have a prolonged rally in a bearish environment. However, if we look at the TSX Composite over this same time frame we see a February 18th close of 18,274 versus 20,230 yesterday, or a 9.7% gain over that period. Arguably a stock simply holding its own should at least be flat to positive over that time in light of the underlying market.

So I will now leave it up to you to decide if the market is correct now about Moovly at yesterday's close of \$0.21 (down 33% since Jan 29th), was it right in February or March or perhaps

somewhere in between. Regardless, in my opinion, somewhere along the way the market stopped acting efficiently with this stock. I suspect the next quarterly results will help us all decide what the right answer is.

Brendon Grunewald on the Moovly HubSpot integration and the value of outbound video messaging for sales and marketing

written by InvestorNews | December 14, 2021

In a recent InvestorIntel interview, Tracy Weslosky speaks with Brendon Grunewald, CEO and Director of [Moovly Media Inc.](#) (TSXV: MVY), about their recent [announcement](#) that Moovly has built an integration to HubSpot and how they are being featured in a collection of media apps.

In this InvestorIntel interview, which may also be viewed on YouTube ([click here to subscribe to the InvestorIntel Channel](#)), Brendon went on to say that their [integration with HubSpot](#) addresses the growing demand for using Moovly's multimedia creation platform for outbound video messaging for sales and marketing. Brendon further explained how the partnership with ARichGlobe will allow Moovly to accelerate growth internationally. With a long list of satisfied customers and consistently winning deals, Brendon reinforces his commitment to

the user with “Moovly provides a platform to create large volume of videos that are appealing and affordable.”

To watch the full interview, [click here](#)

About Moovly:

Moovly is the leading provider of creative cloud-based tools to create compelling marketing, communications and training videos and video presentations. Moovly’s advanced Studio Editor with millions of assets seamlessly integrated (via partnerships with Getty Images & Storyblocks) is all you need to create engaging video content to promote, communicate or explain your product, service or message. Moovly’s API and Automator technologies allow third parties to automate parts or all of the content creation process, including mass video customization, personalized videos (video version of mail merge), automatic content creation or updating by connecting data sources. With clients including users from over 300 of the Fortune 500, small businesses, freelancers and Ivy league universities, Moovly is an intuitive, cost effective choice for DIY creation of engaging video-based content.

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Brendon Grunewald on rising demand for Moovly's cloud-

based video tools and the partnerships driving sales forward

written by InvestorNews | December 14, 2021

In a recent InvestorIntel interview with host Peter Clausi, Brendon Grunewald CEO and Director of [Moovly Media Inc.](#) (TSXV: MVY) discuss Moovly's recent [financing](#) and how they are fueling growth and meeting the demand for their creative cloud-based video tools through marketing and sales partnership deals.

In this InvestorIntel interview, which may also be viewed on YouTube ([click here to subscribe to the InvestorIntel Channel](#)), Brendon went on to say that Moovly has integrated with several third-party platforms like Mailchimp, Instagram, Twitter, and Microsoft AI. Having recently announced that their cloud-based tools are now multilingual, Brendon sums it up simply with: "The more integrated we are the more value our platform has."

To watch the full interview, [click here](#)

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Contenthouse's Benjamin Pipa with Brendon Grunewald on why Moovly Media's template-based video production solutions won their interest

written by InvestorNews | December 14, 2021

In a recent InvestorIntel interview Tracy Weslosky speaks with Brendon Grunewald, Founder and CEO of [Moovly Media Inc.](#) (TSXV: MVY) and Benjamin Pipa, Founder and CEO of Contenthouse GmbH, about Moovly's latest wizard whereby PowerPoint presentations can be imported into Moovly's editor and easily converted to video and its [reseller partner agreement with Contenthouse](#), a leader in the Swiss media content creation market.

In this InvestorIntel interview, which may also be viewed on YouTube ([click here to subscribe to the InvestorIntel Channel](#)), Brendon went on to say that the wizard has been incorporated into Moovly's platform the demand of which was "driven by

corporate clients and educators who have invested enormous amount of time developing content in PowerPoint and are looking to increase the engagement that they get from the content without having to start from the scratch.”

November 12, 2020, Moovly announced that it has been selected by and signed a reseller partner agreement with Contenthouse. Commenting on this partnership, Benjamin shared that Contenthouse selected Moovly as a partner because of the efficiency and stability of Moovly’s online video editor and also because of Moovly’s template-based production solutions and Automator technology.

To watch the full interview, [click here](#)

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Moovly is the leading provider of creative cloud-based tools to tell marketing, communications and training stories using videos and video presentations. Moovly’s advanced Studio Editor with millions of assets seamlessly integrated (via partnerships with Getty Images & Storyblocks) is all you need to make engaging video content to promote, communicate or explain your product, service or message. Moovly’s API and Automator technologies allow third parties to automate parts or all of the content creation process, including mass video customization, personalized videos (video version of mail merge), automatic content creation or updating by connecting data sources. With clients including users from over 300 of the Fortune 500, small businesses, freelancers and Ivy league universities, Moovly is an intuitive, cost effective choice for DIY creation of engaging video-based content.

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Brendon Grunewald on Moovly's Google integration with G Suite

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"We have certainly seen growth as people work and learn from home and that has increased our user base and our subscription base as well. Increasingly we are seeing large corporations that froze their budgets at the start of corona are now looking to come back and still need to produce a lot of content. They need to get their economies and their companies back onto level, but they have restricted budgets and abilities. So, with the tools like ourselves they don't have to restrict the amount of content they create. They can produce even more content on a lower budget and hence achieve their stretched goals with less means." States Brendon Grunewald, President, CEO and Director of [Moovly Media Inc.](#) (TSXV: MVY), in an interview with InvestorIntel's Tracy Weslosky.

Brendon went on to provide an update on Moovly's Google integration with G Suite, which now allows for Moovly-created content to be uploaded both seamlessly and faster. He said that users can now move contents from Google Drive directly to Moovly and after they have edited the video they can publish the content on YouTube with the single click of a button. Brendon continued, "We pride ourselves in building what we believe to be the best product and that is obviously being validated by a

number of customers out there.”

To access the complete interview, [click here](#)

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Moovly's Brendon Grunewald on the video media revolution in the home office

written by InvestorNews | December 14, 2021

“The COVID-19 pandemic has changed the way people work, learn, and the way they communicate. The physical meetings have just evaporated. We need tools that we can communicate effectively with and video is a great way to communicate. If a picture is worth a thousand word, then a video is worth a million.” States Brendon Grunewald, President, CEO and Director of [Moovly Media Inc.](#) (TSXV: MVY), in an interview with InvestorIntel's Tracy Weslosky.

Brendon went on to say that there is an increased awareness among people and companies, both big and small, about Moovly Media. He added that even existing customers are extending their contracts which means that Moovly is delivering great value to its customers.

Brendon also spoke on the competitive advantages of Moovly Media over its competitors. He said, “We democratize the access or ability to make really high-end quality content. We strive to

always to make it very simple to use but at the same time offer a wide variety of different solutions. If you are someone who just wants to make a quick social media video you can do that within seconds using our templates. If you are an experienced videographer then you can use some of our advanced features like green screening and screen recordings. We have also got automated subtitling. That brings me to the second USP which I would say is our automator. Increasingly we are seeing companies want to make vast volume of content using programs or spreadsheets where they import data and mass personalize and customize videos. Thirdly we have an exceptionally good price offering which makes us very competitive in the market in terms of value for money.”

To access the complete interview, [click here](#)

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Moovly Media ‘wows’ with massive user growth during the COVID-19 lockdown

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COVID-19 has been the catalyst for the dawn of a new digital era. Working and schooling from home using smart software systems to make us more effective and efficient is where it is at nowadays. For investors one of the hottest areas right now is the Software as a Service (SaaS) sector, especially if it

involves video communications. Just look at Zoom (NASDAQ: ZM).

Modern day billion dollar online companies such as Google and Facebook have proven how popular video content is. That is because people love to watch video content, especially if it is professional and entertaining.

One company that is benefiting from the online video boom is [Moovly Media Inc.](#) (TSXV: MVY | OTC: MVVYF).

Moovly Media's software allows individuals and businesses to make professional videos – It's easy and affordable



Source: [Moovly.com](#)

Moovly makes it simple and easy to create professional video content

Rather than reading about how Moovly works, just click on [this short video](#) about Moovly and see for yourself how easy it is to create your own video content. All you need to do is select, drag and drop. To help achieve that professional look, users can get access to over [100 million digital assets](#) (pics, videos, sounds etc) integrated via partnerships with Getty Images and others.

How easy it is to make a Moovly



Moovly now has faster Facebook integration

Moovly reported in their [May press release](#) that Moovly Media videos can now easily be integrated with Facebook. Moovly

stated:

“Based on client demand Moovly launched an integration with Facebook whereby users can publish their videos to a Facebook Page and or Group with a single click of a button. This feature is ideal when using premade templates and our “quick edit” Video Automator feature in which case Facebook promo videos, adverts etc. can be made in seconds.”

Who uses Moovly?

Moovly is ideally suited to individuals or businesses wanting to use video to reach their clients and customers. Moovly is already used by [>300 of the Fortune 500 companies](#), small businesses, freelancers and top schools and universities. Other recent Moovly clients included [Amadeus IT Group](#) (15,000 employees), and clients in the education system including a [global reseller partnership distribution agreement](#) with Boxlight Corporation.

Why invest in Moovly?

There are several reasons for investors to invest in Moovly Media:

- The Company is in the booming SaaS sector, and the booming online video content sector.
- Moovly has great products which are very easy to use and give a professional video result. Moovly users get access to a massive image/video/sound library, which is a huge bonus. The software works on your PC or you can use it on a mobile app.
- Moovly is still in the early stages of growth, and is rapidly gaining users (see below).
- Valuation is still extraordinarily cheap with a market cap of ~C\$5 million, especially given the quality of the

client base with over 300 Fortune 500 members as clients. Just with that client base alone the potential to expand product offerings and increase revenue is enormous.

COVID-19 impact

While most companies have been negatively impacted by COVID-19, Moovly Media has managed to more than double users. Yes a >100% increase!

Here's the press release: "[Moovly client numbers more than double in wake of global lockdown.....](#)"

1. Daily website traffic – up 300%
2. New users – up 125%
3. New subscribers – up 120%"

This is an incredible result, and is not yet reflected in the Company's stock price.

Moovly recently named as the number one video editor by M7 (alongside Zoom for video communications)

Moovly was recently named [the number one video editor](#) by M7 Innovations. For context, M7 Innovations, also named Zoom, as the number one video communication platform. This, combined with clients like Amadeus and numerous other third party reviews stating that Moovly has the best product on the market, validates Moovly's commitment to being the best solution on the market.

Closing remarks

Moovly Media is an under the radar SaaS company that is rapidly growing in the booming video content, and content creation market. With much more people working or studying (home schooling) from home and looking to market their business,

Moovly Media is a major beneficiary.

Just look at the numbers! Web traffic up 300%, new users up 125%, new subscribers up 120%. These are brilliant numbers reflecting the growing popularity and awareness of the Moovly platform.

Moovly Media continues to impress with comparisons now with Zoom, a US\$44 billion dollar star of the video communications sector.

Can Moovly be the next Zoom? With a market cap of a mere ~C\$5 million, investors should definitely stay tuned into Moovly.